

## **Assembly Joint Resolution No. 50**

### **RESOLUTION CHAPTER 66**

Assembly Joint Resolution No. 50—Relative to the United Colors of Benetton.

[Filed with Secretary of State May 23, 2000.]

#### **LEGISLATIVE COUNSEL'S DIGEST**

AJR 50, Baugh. United Colors of Benetton.

This measure would condemn as inappropriate and insensitive to the families of the victims the practice by the international retail corporation, United Colors of Benetton, of glamorizing death row inmates through its advertising campaign for the purpose of selling Benetton's products. This measure would encourage the citizens of California to express to Benetton, in whatever manner they deem most effective, their opinion of the inappropriate and insensitive death row marketing campaign, and would provide for the transmittal of the resolution to the President and Vice President of the United States, to specified Senators and Representatives, to the Presidents of the United States and California Chambers of Commerce, the Chairman of the New York Stock Exchange, and the Chairman of the Board of Benetton.

WHEREAS, The death penalty was originally instituted in California in 1851 under the Criminal Practices Act and reinstated in 1978; and

WHEREAS, Due to the heinous nature of crimes that are punishable by the death penalty, only 5 percent of murderers reside on death row; and

WHEREAS, The international retail corporation, the United Colors of Benetton, has glamorized death row inmates through photos and interviews, in order to sell Benetton products; and

WHEREAS, Such "shock marketing" perversely profiles criminals who have committed grossly inhuman acts of murder; and

WHEREAS, The 26 criminals profiled by Benetton have murdered at least 45 innocent victims; and

WHEREAS, The advertisement campaign is causing unnecessary pain and distress to the family and friends of the murder victims; and

WHEREAS, This marketing constitutes a flippant "style statement" in what has been, and should remain, a serious issue for responsible public debate; and

WHEREAS, A good corporate citizen must maintain a good standard of ethics and respect the bounds of responsible discourse

concerning matters of policy dealing with the lives of citizens and the values of law-abiding citizens; and

WHEREAS, The glamorization of death row inmates in Benetton's marketing campaign does not appear to be consistent with being a good corporate citizen; now, therefore, be it

*Resolved by the Assembly and Senate of the State of California, jointly,* That Benetton's glorification of criminals for profit is both inappropriate and insensitive to the families of the victims ; and be it further

*Resolved,* That the Members of the Assembly and Senate of the State of California encourage all citizens in California to express to the United Colors of Benetton, in whatever manner they deem most effective, their opinion of the inappropriate and insensitive death row marketing campaign; and be it further

*Resolved,* That the Chief Clerk of the Assembly transmit copies of this resolution to the President and Vice President of the United States, the Majority Leader of the Senate, the Speaker of the House of Representatives, to each Senator and Representative from California in the Congress of the United States, to the President of the United States Chamber of Commerce, the President of the California Chamber of Commerce, the Chairman of the New York Stock Exchange, and the Chairman of the Board of the United Colors of Benetton.

